

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam

Instructor Information Dr. Tina C. Mims (Virtual Office) **Phone:** 469-951-3200

Email = 4699513200@vtext.com

Office hours = Wednesdays 12:30 to 2pm and 5pm to 6pm, other times by appointment

Preferred method of Communication: Text 469-951-3200 (for students that do not want their cell phone # shared, simply email 4699513200@vtext.com)

Expect same day response but please avoid Sundays, Holidays, and Spring Break

Course Catalog Description

An introductory survey of marketing terminology, concepts and practices from an applied perspective. Emphasis is on the activities performed by marketing managers to address real-world marketing problems. Primary emphasis is on the identification of marketing opportunities and the planning and execution of marketing mix activities required to target these opportunities. Marketing mix topics include development and management of products/services, price setting and management, supply chain and distribution channel management, and management of integrated marketing communications. Special emphasis is given to ethical, responsible and sustainable decision-making and business practices. **Prerequisite(s): Junior standing. For Business majors only.**

Course Level Learning Objectives (CLO's)

By the end of this course, through individual effort applied to all course materials, students will be able to:

1. **Understand key marketing terminology, concepts, and practices** from an applied perspective.
2. **Analyze the role of marketing managers** in identifying and addressing real-world marketing challenges.
3. **Evaluate marketing opportunities** and develop strategies for targeting these opportunities through the marketing mix.
4. **Develop and manage the marketing mix** by applying concepts related to product/service development, pricing, supply chain management, distribution channels, and integrated marketing communications.
5. **Apply ethical, socially responsible, and sustainable decision-making principles** to marketing.

Structure: Course Format and Content Delivery

This course is **16 weeks long** and meets **face to face**. See attendance policy. Course content is taught during in-person class meetings and through **Canvas**. Canvas is used for course materials, assignments, grades, and announcements. This course does **not** teach students how to use Canvas, Respondus LockDown Browser with Monitor, any student browser settings, hardware or third-party tools such as WileyPLUS. Help for these systems is available through **university technical support** and **WileyPLUS platform specialists**. Students receive enough time and notice to get help from experts and complete course requirements on time. See **Where to Get Help**.

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam

Where to Get Help

Reason this section is important to students is based upon recent reports from Indeed and Intelligent. "1 in 6 Companies Are Hesitant To Hire Recent College Graduates" (Intelligent, 2024)

"Managers Don't Want To Hire Gen-Z Workers, Citing A Lack Of Soft Skills—Survey Says" (Elting, 2024)

Reach out to the following for problems/questions/of use of:

WileyPLUS

Click inside Canvas Course Menu 'WileyPLUS' or

[Student Help/Support at Wiley](#)

Or watch this [Getting Started Video from Wiley](#)

Or email bcuster@wiley.com

Or call 877-762-2974

Or chat with Wiley Chat 8336013084

Reason Dr. Mims cannot help students sign up for WileyPLUS is because it is not possible to be an expert on 20+ browsers, multiple operating systems, various hardware and a student's particular method of internet access.

Writing, APA in-text or APA reference

For help with writing (writing in formal, active, non-modal language, writing at a Freshmen college level, correctly using APA in-text citations or references to meet a citation style requirement), our University has a terrific group to help you:

[Contact the Writing Center](#). 940-565-2563 or WritingCenter@unt.edu

The Director of the Writing Center is fully aware of language expectations with any written work submitted for this course.

General Technology Help

Need help downloading a Certificate of Completion? For help with general technology (Hardware, Software, [VMWare](#), [ZOOM](#), Canvas, LinkedIn Learning, Respondus Lockdown Browser), our University has a terrific group for help: [Contact Student Tech](#). 940-565-2324. Watch carefully for Holiday Hours.

Mandatory Course Materials:

#1) Textbook: Padgett, D., & Loos, A. (2023). Applied Marketing (3rd ed.). Wiley.

This textbook is mandatory for the course.

#2) Supplementary Materials: WileyPLUS is mandatory for course assignments.

WileyPLUS is paid for students, and it can be signed up/purchased/rented -accessed via Canvas.

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam

Msoffice with Word, PowerPoint and Excel.
PDF reader/printer

#3) Additional Technology Requirements: This course has digital components. To participate, students must have a computer with a webcam and internet access to use Canvas, UNT Library Databases, UNT Library LinkedIn Learning and WileyPLUS. For tips on digital learning, visit Learn Anywhere (<https://online.unt.edu/learn>). **Please note:** Not all browsers work well with Canvas nor with WileyPLUS, therefore, it is necessary for students to reach out to appropriate experts (not the instructor) regarding technical issues such as images loading, pages not loading, tests not loading.

Course Graded Requirements Schedule:

Except for the Final Exam, all graded tasks (tasks = quiz, discussion, research, papers, reflections, etc.) are due Sundays at 11:59 p.m. Central Time **to support consistency and ease of planning**. Students with documented University supported absences have sufficient time to turn in their work ahead of the due date and time. **All students are encouraged to avoid last minute – date item is due – submissions or attempts.**

MKTG 3650.005-F2F SP26, Class begins 8am Mon., Jan 12 ends 06:00pm May 6th						
Module # Week # (Open in sequence in Canvas)	What to do :	How Many Attempts	Grade Points Possible	Due Date	Late Beginning (if accepted Late)	% Value in Course
Module 1 / WEEK 1 & 2	Syllabus Exam via Canvas - 100% accuracy is MANDATORY. Students must earn 100% accuracy to receive passcode for remainder of all test/quizzes/exams.	unlimited	100	18-Jan	Penalty begins Jan 19, but 100% accuracy still required	10.00%
	Chap 1 quiz- Define Marketing-WileyPLUS	unlimited	10	25-Jan	26-Jan	1.0%
	Chap 2 quiz- Org. Planning-WileyPLUS	unlimited	10	25-Jan	26-Jan	1.0%
	Join GroupMe introduce yourself	n/a				
Module 2 / WEEK 3 & 4	Chap 3 quiz - Environment-WileyPLUS	unlimited	10	8-Feb	9-Feb	1.0%
	Chap 4 quiz- Customer Behavior-WileyPLUS	unlimited	10	8-Feb	9-Feb	1.0%
	Certificate #1 (read assignment details in Canvas-link under COMPLETE in CANVAS) Explanation covered in class.	unlimited uploads	50	8-Feb	9-Feb	5.0%
Module 3 / WEEK 5 & 6	Chap 5 - Research-WileyPLUS	unlimited	10	22-Feb	23-Feb	1.0%
	Chap 6 - Segmentation-WileyPLUS	unlimited	10	22-Feb	23-Feb	1.0%
	Assignment #1 - Covered in Class- Instructions/Rubric/Submission in Canvas under COMPLETE. May require secondary research, excellent writing, & APA citation/references.	unlimited uploads	50	22-Feb	No Late Acceptance	5.0%
	Certificate #2 (read assignment details in Canvas-link under COMPLETE in CANVAS) Explanation covered in class.	unlimited edits	50	22-Feb	23-Feb	5.0%
Module 4 / WEEK 7 & 8	Chap 7 - Customer Experience-WileyPLUS	unlimited	10	8-Mar	9-Mar	1.0%
	Chap 8 - Product-WileyPLUS	unlimited	10	8-Mar	9-Mar	1.0%
	Certificate Assignment #3 (read assignment details in Canvas-link under COMPLETE) Explanation covered in class.	unlimited uploads	50	8-Mar	9-Mar	5.0%
	Midterm Exam -(No Late Acceptance- Opens Wed. Mar 4th @8am closes 11:59pm Sun. Mar 8th)	if exam only 3 attempts	150	8-Mar	No Late Acceptance!	15.0%

SPRING BREAK MARCH 9th - 13th - DR. MIMS may be unavailable

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam

MKTG 3650.005-F2F SP26, Class begins 8am Mon., Jan 12 ends 06:00pm May 6th						
Module # Week # (Open in sequence in Canvas)	What to do :	How Many Attempts	Grade Points Possible	Due Date	Late Beginning (if accepted Late)	% Value in Course
<i>SPRING BREAK MARCH 9th - 13th - DR. MIMS may be unavailable</i>						
Module 5 / WEEK 9 & 10	Chap 9 - Place/Supply/Logistics-WileyPLUS	unlimited	10	22-Mar	23-Mar	1.0%
	Chap 10 - Price-WileyPLUS	unlimited	20	22-Mar	23-Mar	2.0%
	Certificate #4 (read assignment details in Canvas-link under COMPLETE) Explanation covered in class.	unlimited edits	50	22-Mar	No Late Acceptance!	5.0%
Module 6 / WEEK 11 & 12	Chap 11 - Group Promo-WileyPLUS	unlimited	10	5-Apr	6-Apr	1.0%
	Chap 12 - Personal Promo-WileyPLUS	unlimited	10	5-Apr	6-Apr	1.0%
	Certificate #5 (read assignment details in Canvas-link under COMPLETE) Explanation covered in class.	unlimited uploads	50	5-Apr	6-Apr	5.0%
	Certificate #6 (read assignment details in Canvas-link under COMPLETE)	unlimited uploads	80	5-Apr	6-Apr	8.0%
Module 7 / WEEK 13 & 14	Chap 13 - Digital Marketing-WileyPLUS	unlimited	20	19-Apr	20-Apr	2.0%
	Chap 14 - Marketing Metrics-WileyPLUS	unlimited	20	19-Apr	20-Apr	2.0%
	Assignment #2 (No Late Acceptance) Covered in Class- Instructions/Rubric/Submission in Canvas under COMPLETE. May require secondary research, excellent writing, & APA citation/references.	unlimited edits	100	19-Apr	No Late Acceptance!	10.0%
Module 8 / WEEK 15 & 16	Final Exam -via Canvas- Opens Sat May 2nd @8am closes at 6:00PM Wed May 6th.	exam, 3 attempts	100	6-May	No Late Acceptance!	10.0%
Total points possible:			1000			100%
		3 Major Assessment (Syllabus, Midterm, Final)	350	35.0%		
		6 Assignments (these require time & great care)	480	48.0%		
		Chapter quizzes	170	17.0%		
<i>Total course point value</i>			1000			

CLASS MEETS FACE TO FACE:

As of Jan 7, this is the official classroom meeting schedule, when we meet, how we meet or where we meet. **Read special attendance incentive this semester under Attendance/Absence Policy.**

IMAGE OF Classroom Meeting Schedule

Version Jan 7

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam

Day	Date (all times are 2pm central)	<i>HOW WE MEET</i>
Wed	14-Jan	In Person - BLB 170
Wed	21-Jan	In Person - BLB 170
Wed	28-Jan	In Person - BLB 170
Wed	4-Feb	In Person - BLB 170
Wed	11-Feb	In Person - BLB 170
Wed	18-Feb	ZOOM MEETING
Wed	25-Feb	In Person - BLB 170
Wed	4-Mar	In Person - BLB 170
Wed	11-Mar	NO CLASS SPRING BREAK
Wed	18-Mar	In Person - BLB 170
Wed	25-Mar	In Person - BLB 170
Wed	1-Apr	ZOOM MEETING
Wed	8-Apr	In Person - BLB 170
Wed	15-Apr	ZOOM MEETING
Wed	22-Apr	In Person - BLB 170
Wed	29-Apr	In Person - BLB 170
<i>Zoom classes meet live at the regular class time and do not count toward in-person attendance totals.</i>		

IMAGE SOURCE: Dr. Mims used MSExcel

How Your Work Is Graded

Students earn grades based on the accuracy of their work, achievement of learning objectives, contributions to the course, adherence to the syllabus, meeting rubric details, assignment requirements, and if used - results from peer assessments. **Grades are not rounded up on individual tasks.** However, final total course points are rounded up to the nearest whole number at the end of the semester (e.g., an 89.2% becomes 90%).

Grades are assigned as follows: A = 90–100%, B = 80–89%, C = 70–79%, D = 60–69%, F = below 60%. All students are expected to track their own points throughout the semester. This is important because, as the instructor, Canvas is not a fully reliable indicator of your final grade, especially when bonus points are involved.

To track your grade, simply add the points you’ve earned and divide by the total graded points possible. Detailed values are provided in the Canvas Syllabus feature under "Official Course Schedule".

Detailed point values and grading distribution for each assignment type are provided in the Official Course Schedule & Graded Tasks section.

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam

How your Performance is Evaluated

If any of the following tasks are used this semester, this is how performance is evaluated:

'Quiz/Test/Exam' Grading Expectations All tests, quizzes, and exams may include a mix of question types such as short answer, essay, formulas, categorization, matching, multiple answer, multiple choice, and true/false. For short answer and essay questions, students must write in complete sentences using correct punctuation and capitalization to be eligible for credit. Even if factually correct, incomplete or poorly formatted answers will receive no points.

Midterm and Final Exams (if used) require the use of Respondus LockDown Browser with a functioning webcam. Students are allowed to use four (4) personal written or typed notes (size 8.5in x 11in) on both sides but may not use a cell or smartphone. Covering the webcam during the exam results in an automatic failing grade for that attempt. Students without webcam access must arrange to take exams at a university-approved proctored location. See Official Course Schedule to make plans for required equipment because Exam dates are provided for planning.

Certificate assignments may require students to complete mini-courses and upload a Certificate of Completion (with the student's name) to Canvas. The uploaded certificate is the only way to receive credit for certificate assignments. When or if assigned, detailed instructions provide the ability to view examples of what certificates may look like once all requirements are met. Instructions for these assignments are provided under COMPLETE inside the Module due. Please open and read every link under COMPLETE. The title of the course the author and year are provided, in addition to an exact image (image description meets ADA requirements).

Written assignments include detailed grading rubric. These details in a rubric gives specific performance expectations and point allocations. Students are expected to expand and read all sections of the rubric before submitting their work to understand how points are awarded. Best practice is for students to 'grade themselves' using these rubrics before submitting or uploading their work. Students may be tasked with a graded quiz to check the academic accuracy of using the grading rubric.

Any student question on meeting formal, declarative, active writing and APA citation or reference style (not a paper style) must be directed to the UNT Writing Center. **See Where to Get Help.**

A few comments on when or if certificate courses are required in LinkedIn:

- Students are not required to have a LinkedIn account.
- Only use the links and information in the assignment to find the correct material to complete.
- There are multiple videos and short quizzes that require completion to obtain the certificate of completion.
- You can add the certificates of completion to your resume.
- Some Certificates include continuing education credits for Accounting, Project Management, Financial Services.

Completion certificates look like these images and **only a completion certificate earn the grade points:**

IMAGES OF DR. MIMS' CERTIFICATIONS EARNED

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam



IMAGE SOURCE: UNT Library LinkedIn Learning from Dr. Mims' personal account

Where a grading rubric is used, these rubrics provide details on how to earn points and students need to 'check their work' against any rubric before submitting for grading. Usually these rubrics are used for LinkedIn Certificates requirements, Students must take time to review their work before uploading - why? Because you want success!

Students must have zero expectation of bonus points - No bonus points exist in the Official Course Schedule. Bonus points, if given, are only found under Announcements, the COMPLETE area in a Module, or if this is a face-to-face class, in class meetings.

Generative AI: Course expectations regarding the use of Generative Artificial Intelligence (GenAI) tools are addressed in the Academic Integrity Policy section of the syllabus. Students are required to comply with University of North Texas Academic Integrity standards.

COURSE MANDATORY REQUIREMENT -100% ACCURACY REQUIRED ON SYLLABUS/POLICY EXAM

Students must earn 100% accuracy on the Syllabus/Policy Exam before starting the course. 100% accuracy is required regardless if you are late. 100% accuracy means answering questions perfectly to achieve this performance level, even if a late penalty is applied.

Students are provided unlimited attempts.

If a Multiple Answer question is asked, then students must select all correct answers to earn maximum accuracy. The purpose of this 100% accuracy requirement on the Syllabus/Policy Exam is so each student demonstrates a clear understanding of the expectations of our syllabus, course schedule, evaluation criteria, absence policy, late policy, university policies, for success in the course. These course and university policies are essential to the success of any student, but, especially, to an online student experience.

Penalty for not earning 100% accuracy on the syllabus exam is a student is prevented from taking chapter quizzes or Midterm exam.

About three times each day the instructor or the TA (if any) will place the passcode inside the Syllabus Exam gradebook for students to use when asked during the course. This passcode is Not to be shared with any classmate. Patience is appreciated during the first week to manually issue passcodes to everyone.

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam

Attendance and Participation

This is a face-to-face course. Attendance is not graded but is essential to success. Notice to students on specific course absence policy: The instructor/professor for this course considers students 'absent' when missing the due date on required graded tasks. The reason for this course policy is to have students moving through the material consistently. While students are encouraged to move ahead, students are discouraged from getting behind to avoid low grades and to reduce student stress. SEE UNIVERSITY POLICY 06.039

Students that miss any due date may be asked to contact the DeanOfStudents@unt.edu to obtain a university excused absence. Given this course takes place over Holidays and a Break, students must pay close attention to the business days the university is open for support services.

Final Exam Participation Policy (Face-to-Face Section)

- This course includes 11 scheduled face-to-face in person class meetings in BLB and several Zoom meetings (recorded).
- ***Students who attend at least 8 of the 11 face-to-face in person meetings in BLB earn the option to waive the final exam and retain their earned course average.***
- Attendance is considered only for in-person meetings. **Zoom sessions do not count toward final exam participation policy.**
- Students who do not meet face-to-face in person meetings in BLB attendance threshold must complete the final exam scheduled in the Official Course Schedule.
- No academic integrity violations occur during the semester.
- Students with approved university accommodations or required university travel receive an equivalent method to earn the same benefit.

Time of Day

Any item due for submission is due by 11:59:00 pm central time for the day/date posted in the 'Official Course Schedule'. This means that midnight is officially late.

EXCEPTION = FINAL EXAM.

Read more about [the University Policy on Student Attendance and Absence 06.039](#)

Late Policy – Graded Tasks

Students must be on time and meet the due dates/times in the Official Course Schedule. However, if for any reason a student finds they need to submit late work, this is the late policy for this specific course. **Penalty:** Any submission after the due date earns 25% penalty per day late in this course.

Definition of Late

Any graded requirement submitted after its due date and time in the Official Course Schedule is late.

Canvas's time stamp is the official record.

Midnight is late; all scheduled activities are due at 11:59:00 p.m. Central Time, except for the Final.

General Rule

Late submissions are accepted unless noted otherwise in the Official Course Schedule.

Exceptions – No Late Submissions Accepted

Assignments marked "no late acceptance" in the Official Course Schedule.

Midterm Exam.

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam

Final Exam.

These items receive a zero if late. Plan ahead.

Important Notes

Opening any quiz, test, or exam after the due date/time results in the late penalty.

Do not open closed activities to avoid unintentional penalties.

Detailed examples of this policy are available in Canvas under the Syllabus menu.

This policy balances personal needs with course requirements and reflects prior student feedback.

When Grades are Posted (aka updated)

If any of the following tasks are required in the schedule, this is when grades are expected to post:

Recognizing how important it is for students to know a grade, remember students can, at any time, calculate the grade status in the course by taking the points earned and dividing by possible points. Once the mandatory 100% accuracy is achieved on the Syllabus Exam students receive the Passcode to access course materials posted inside the exam's comments area in Canvas. Remember being one day late on the mandatory Syllabus Exam may cause you to earn 25% of points but still mandates earning 100% accuracy.

Passcodes are placed, manually, in the Gradebook comments area several times each day by either Dr. Mims or TA/GAs. There are over 400 students this semester.

Any student sharing the passcode is subject to investigation under UNT academic integrity.

Timing of Grade Postings:

- Certificate assignment grades post one to two weeks after the due date.
Reason: Review involves verification, accuracy checks, and multiple sections.
- Quiz/Test/Exam without short answer questions in Wiley- grades are posted immediately within Wiley, then it may take at least one to two more weeks for Wiley grades to appear within Canvas.
Reason: auditing the accuracy of Wiley grades inside of Wiley prior to uploading to Canvas takes time.
- Quiz/Test/Exam with short answer questions - grades may take up to 3 weeks after the due date.
Reason: Review involves verification, accuracy checks, and multiple sections.
- Written Assignments -includes discussions (any individual, group/team, or pairs of students) -grades are posted within about 14 -21 days (2 -3 weeks) after the due date.
Reason: Review involves verification, accuracy checks, and multiple sections.

If any of these posting expectations cannot be met - an announcement is made in Canvas. There are over 400 students in the combined semester courses, therefore, please expect an Announcement when grades are considered accurate inside Canvas for grade review.

UNT requires faculty to give reasonable notice to students when changes are made to a course syllabus. Any changes must also be reflected in the official online syllabus.

I am human and may occasionally make mistakes or typos. All mistakes are unintentional. If you notice something that does not look correct or add up properly, I welcome a kind, courteous text to let me know. Your heads-up benefits everyone. Never send images of test questions.

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam

If any changes are made to the **Official Course Schedule**, if any changes are made to our **Face to Face Meeting schedule** or syllabus, I will always:

- Post an **Announcement in Canvas**.
- Update the **Official Course Schedule page** or **Official meeting schedule in Canvas** with a new version date.
- If you alerted me by text, I will also text you back once the update has been posted.
- Share the update in **GroupMe**.

Important: Until an official Announcement is posted and the Official Course Schedule is updated with a new version date, *we will continue to use the current version of the schedule as our guide.*

University Requirements for inclusion in every Syllabus:

Eagle Alert: Eagle Alert if there is a campus closing that will impact a class the official course schedule and official class meeting schedule are subject to change, based upon the [Campus Closures Policy](https://policy.unt.edu/policy/15-006) (<https://policy.unt.edu/policy/15-006>).

ADA accommodation statement:

The University of North Texas makes reasonable accommodation for students with disabilities. To request accommodations, you must first register with the Office of Disability Access (ODA) by completing an application for services and providing documentation to verify your eligibility each semester. Once your eligibility is confirmed, you may request your letter of accommodation. ODA will then email your faculty a letter of reasonable accommodation, initiating a private discussion about your specific needs in the course. You can request accommodations at any time, but it's important to provide ODA notice to your faculty as early as possible in the semester to avoid delays in implementation. Keep in mind that you must obtain a new letter of accommodation for each semester and meet with each faculty member before accommodations can be implemented in each class. You are strongly encouraged to meet with faculty regarding your accommodations during office hours or by appointment. Faculty have the authority to ask you to discuss your letter during their designated office hours to protect your privacy. For more information and to access resources that can support your needs, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>).

Student Conduct and Academic Integrity

Students are expected to **read, understand, and follow** all applicable **UNT policies** related to student conduct, and academic integrity. Students may be tested on their knowledge of these policies in the Syllabus exam or throughout the semester. These policies support a professional learning environment and guide interactions with the instructor and others in the course. Key policies and resources include:

- **Code of Student Conduct (Policy 07.012)**
<https://policy.unt.edu/policy/07-012>
- **Student Academic Integrity (Policy 06.003)**
<https://policy.unt.edu/policy/06-003>
- **AI, Plagiarism, and Academic Integrity Guidance (Office of the Provost)**
<https://guides.library.unt.edu/plagiarism/at-unt>

Foundations of Marketing Practice 3650.005 – SP26-Dr. Mims

See face to face meeting schedule-weekly activity schedule- mandatory that all students earn 100% accuracy on Syllabus Exam

Statement on the use of Generative Artificial Intelligence (AI)

- To meet Office of the Provost Guidance, Dr. Mims specifically defines the use of AI tools as follows for this course: students may use **artificial intelligence (AI) tools**, including **ChatGPT and similar platforms**, to support learning activities such as brainstorming, clarification, and drafting. All work submitted in this course is the student's **own understanding and judgment**. **Bottom line:** Any errors, inaccuracies, or academic integrity violations resulting from the use of AI tools are **the responsibility of the student**.
- 42 CFR § 93.227 — “Plagiarism” defined – this is Federal Law
- Title 17 U.S.C. § 501 — Infringement of copyright – this is Federal Law

This is the end of this Syllabus.